

October 20, 1983

Aaron Fechter
President
Creative Engineering
47 West Jefferson Street
Orlando, Florida 32801

Dear Aaron:

After considerable thought and discussion among several ShowBiz executives including Mr. Brock, we recently concluded that you were correct and we were wrong in the decision to install one-stage animation. The Rock-a-Fire Explosion together with Billy Bob, Looney Bird, Rolfe and Earl provide much more variety and excitement in the entertainment than four characters on a single stage.

We would like to install three-stage shows in the five entertainment centers which currently have one-stage shows. Can you give me an idea of the possibility of selling our one-stage shows to other customers after designing new costumes for them. Perhaps you can help us sell one-stage shows at the upcoming IAAPA convention.

With the elimination of the one-stage show, your programming requirements for ShowBiz will be simplified, and we will provide top level entertainment for these small communities.

We would hope to begin the change-over gradually, beginning with Anderson, Indiana. We are analysing the floor plans to ensure that installation of a three-stage show in each of the five centers is possible. I certainly would appreciate any comments you might have with respect to this plan. Please give me a call at your earliest convenience.

Most sincerely,

Jim Parrish
Executive Vice President
Director of Development

JP/ddb

cc: Bob Brock — Craig Sweeney
Sam Polack — Tom Corcoran
Eric Bernard — Chuck Badrick
Phil Kruse — File

ShowBiz Pizza Place, Inc.
4441 W. Airport Frwy. • Irving, TX 75062 • (214) 258-8507
A Subsidiary of Brock Hotel Corporation

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HOME OF ELECTRONIMATION™

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Reply To:

November 10, 1093

Mr. Jim Parrish
ShowBiz Pizza Place, Inc.
4441 W. Airport Freeway
Irving, Texas 75062

Dear Jim,

In reference to your letter dated October 20, 1983 regarding the elimination of the one-stage shows.

It will be nice to zero in on the three-stage shows in the five entertainment centers which currently have one-stage shows.

Instead of selling the one-stage shows to other customers, I suggest that we use these to complete the packages needed to build additional shows. There will not be much waste if we do this.

Please let me know if the above is in agreement.

Sincerely,

CREATIVE ENGINEERING, INC.

Aaron Fechter
President

AF/bal

1983 CREATIVE ENGINEERING / SHOWBIZ PIZZA PLACE MEMOS

(Regarding Mini-stage Rock-afire Removal - Oct/Nov 1983)

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